[Insert Logo]

[Date]

[First Name Last Name]

[Address]

[City, State Zip]

Dear [First Name Last Name],

**Your Child’s Future Is Nothing to Toy With**

Congratulations on your new baby!

What an extraordinary time in your lives — a time of growing, new adventures, and learning things you never knew you needed to know.

Here’s another one to add to your list. Did you know you can get life insurance coverage for [**Baby Name**]? A life insurance policy from Transamerica can help protect [**Baby Name**], your family’s quality of life, and your financial futures. It’s a gesture of care that starts your child off with a solid financial foundation — and could keep on giving for a lifetime\*.

I will be calling soon to introduce you to the tools, services, and resources available through Transamerica. Together, we can talk about how insurance can help you and your family pursue financial goals even as life happens all around you.

Sincerely,

[Agent Name, business title]

[Office Name]

[Address]

[Phone number]